

EXHIBIT 75

From:
To:

REDACTED

CC:

Sent: 9/18/2022 7:48:29 PM
Subject: [Non-DoD Source] Re: TO 64 Inspire/TO 63 Engage & Recruit | PO-1 | Reserve Media Plan - REVISED and CRM response
Importance: High
Attachments: TO 63&64 AFR CRM9.19.xlsx; TO 63_64 AFR RevMedia Recommendation 9.19.22.pdf

ALCON

GSD&M has updated the AFR media plan to end on 31 May 2023 along with the responses to the CRM. Please review and let us know if you have any additional questions. GSD&M will be sending the AIR requests tomorrow for both TOs in order to have time to place the media so that search may start on 1 October.

REDACTED

REDACTED

Date: Monday, August 15, 2022 at 4:25 PM

To:

ALCON

In accordance with the Performance Objective (PO-1) for TO 64 Inspire and TO 63 Engage & Recruit, GSD&M has attached the Reserve Media Plan for your review. GSD&M will plan to present with RSM on Wednesday 31 August via zoom.

If you have any questions, please let us know
AIM HIGH!

REDACTED

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2022 Comment Resolution Matrix (CRM)

Document Name: TO 0063/TO0064 AFR Inspire/Engage & Recruit Media Plan									
#	Initiator Name	Type (C/S/A)	Page #	Recommended Change, Question or Comment	Rationale (If Applicable)	Resolution (A/R/P)	Contractor Response	Commenter Concurrence	Adjudication

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Source - Enter the document identifier if the review is for a document set

Type (C/S/A) - Type of comment (A = Administrative; S = Substantive; C = Critical)

CRITICAL - Label a comment "Critical" if this comment would result in an organizational non-concur with the document

SUBSTANTIVE - Substantive comments are provided because sections in the document appear to be or are potentially unnecessary.

ADMINISTRATIVE - Administrative comments correct what appear to be typographical or grammatical errors

Page # - Enter page number for text referenced in comment. Enter "Gen" for general comments on the document not specific to any single

Para # - Enter the specific, complete paragraph number. Enter "Gen" for general comments on the document not specific to any single

paragraph. If comment references a Table or Figure, enter the specific, complete Table/Figure number

Line #s) - Enter the specific line number(s)

Recommended Change - Enter the specific change (i.e. wording) you would like to see made to the document

Rationale - Provide specific justification for your proposed change

Resolution (A/R/P) - Leave blank (A = Accept; R = Reject; P = Partial)

Response - Leave blank. Will be filled in by document author upon resolution of comment

Commenter Concurrence - Leave blank. Will be filled in by document author after discussing the resolution and response with the commenters

Adjudication - Leave blank. Will be filled in by document adjudication authority in the event that the commenters non-concur with a response

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USAF-ADS-0000001423



FY 22 T.O. 0064/63 AFR MEDIA RECOMMENDATION

GSD&M 19 September 2022

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